

RADIO READING SERVICE

THE OHIO STORY



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PREFACE

The Ohio Story is a summary of the accomplishments of Radio Reading Services in Ohio during the first two years. Near the end of the first year, Ed Ruch, Regional Consultant for the American Foundation for the Blind (AFB), had summarized Ohio's accomplishments in an "Ohio Story" published by the AFB. We have not attempted to rewrite or duplicate what Mr. Ruch has done. Rather we have sought to highlight the major developments and accomplishments of these first two years.

We have purposely avoided mentioning names of those in Ohio who have worked hard and long to bring Radio Reading Services to each of the communities which now have it; there are so many, and someone important is invariably left out. We have, however, attached the list of persons who are currently on the State Committee. (See attachment E).

The only exception, to whom a special tribute is due, is that of Elizabeth M. Willson, Program Specialist for the Talking Book Program. Betty, as we all know her, was asked by the Rehabilitation Services Commission, to monitor the projects it had funded and to assist other areas who wish to get started. In this capacity, she has worked with great skill and has served as a significant unifying force for all Radio Reading Services in the state.

We are grateful to all those who have supported our efforts: The Rehabilitation Services Commission, the members of the State Committee, the staff of various Radio Reading Services, the private foundations and other contributors, the Cleveland Society for the Blind, the City of Columbus, all the listeners and to the volunteers without whose continued devotion there could be no Radio Reading Service as we know it.

THE OHIO STORY

CHAPTER I HOW IT ALL STARTED

It was called Radio Talking Book when we first heard about it in 1969 -- this marvelous, new service which somehow (we did not quite understand how) brought the content of today's newspapers and the latest magazines and books into the homes of blind and physically handicapped persons through closed circuit radio. We heard its originator, C. Stanley Potter, State Director of Services for the Blind in Minnesota, explain it at various meetings throughout the country. We marveled at his program and envied his accomplishments. It would certainly be something for the people of Ohio, but it was an expensive program. Would enough people really be interested? In allocating scarce dollars, would this service deserve top priority? These were the comments and the questions.

In 1972 Youngstown was the first community in Ohio to try organizing such a service. Due to lack of funds, it never got off the ground. However, Ohioans learned that other cities and states throughout the country had successfully initiated this service and were on the air. Word came that the American Foundation for the Blind was planning a National Conference devoted to Radio Reading and Information Services. It was the summer of 1974 and a few people in Ohio began talking more seriously about how we could bring this service to the people of our state.

Official Beginnings - Formation of State Committee

After much discussion throughout Ohio, and an awareness of how little most persons around the state knew about Radio Reading Services, it was felt best to hold a statewide meeting in Columbus. Under the auspice of the Rehabilitation Services Commission (RSC), invitations were extended by the State Director of the Bureau of Services for the Blind (BSB) to representatives of all interested organizations. William Gallagher of the American Foundation for the Blind (AFB) was contacted, agreed to come himself and also invited Sam Holt, Special Consultant to the Corporation for Public Broadcasting, who had been doing a nation-wide survey of existing Radio Reading Services. The meeting was held on December 19, 1974. Twenty-six persons came from virtually every major city and represented a cross-section of private and public agencies, consumer interests and public radio stations.

For all practical purposes, this meeting marked the official beginning of Radio Reading Services in Ohio. Through the means of an Ad-Hoc Committee for Radio Reading Services. All communities were asked to submit names for membership and to include agency and radio station representatives, consumers and lay persons. Only five geographic areas became active in the early stages; Athens, Cleveland, Columbus, Youngstown and Kent-Akron-Canton (later to be called Tri-County). On February 25, 1975, the Committee held its first official meeting and elected officers in Mansfield. Representatives of AFB and the Corporation for Public Broadcasting (CPB) served as consultants.

The goal of the State Committee was simply stated in its first interim guideline: "The implementing of the plan for getting Radio Reader Service to the eligible citizens of Ohio and to carry out all functions relevant to this task." The work of the State Committee during its first year has been well documented in the "Ohio Story" as written by Ed Ruch and published by AFB.

CHAPTER II FUNDING PROPOSAL EVOLVES

Eleven of the State Committee's 25 members attended the first national Radio Reading Conference sponsored by the AFB in Oklahoma City in March of 1975. Ohioans returned better informed and more enthusiastic than ever. The State Committee was soon to learn of the possibility that funds might be available through RSC. From the beginning there had been enthusiasm on the part of Committee members to expand Radio Reading Services beyond just the reading of newspapers, magazines, etc., to include programming with significant innovative and rehabilitative content. This would be essential for a proposal to be funded through RSC. Commission staff believed radio reading service could play a part in helping RSC ensure that rehabilitation benefits provided by the Commission were retained.

It was also felt that a project would most likely receive consideration by the State, if it provided services to the largest possible population. This led to the development of a proposal which would have provided limited funding to all five geographic areas represented on the State Committee. It called for strong control by the State Committee to make sure that funds would go only to the eligible communities when they had established their organizations, could give assurance that they had the required matching funds, and would have continuity of funding when grant monies were no longer available. This plan was rejected by RSC, but is mentioned here, because it may hold interest for other states.

The Commission chose instead to give all available monies to Cleveland and Columbus. It was felt by the Commission that it was better to develop two areas well, than five areas sparsely. Being the two largest population centers in the state, these communities had the likeliest chance of demonstrating the viability of the service and of obtaining financial support from other sources at the conclusion of the project. In doing so the Commission strongly advised that the State Committee remain cohesive and that they assume responsibility for promoting the service statewide to eventually insure its availability to all eligible Ohioans.

The proposal (see Attachment A), as finally approved by RSC, provided approximately \$280,000 to the Cleveland area for purchase of receivers, studio equipment, lease of sub-channel, staffing and miscellaneous operating expenses. Columbus received \$160,000 earmarked for the purchase of receivers with all other expenses coming through city revenue-sharing funds. The RSC funds were made available June 23, 1975 through an Innovation and Expansion Grant for a period of one year with 10 percent of the amounts to be provided through local matching.

CHAPTER III UNIQUE INGREDIENTS IN OHIO'S SUCCESS STORY

During the first year, while Columbus and Cleveland were doing their own programs, much effort was expended in strengthening the State Committee, defining its functions and encouraging all communities throughout the State to become involved. Before the first year had ended funds were made available to Youngstown and the Tri-County area to start Radio Reading Services. By June 1976, organizational activities were evident in virtually every other area of the State. Ohioans are justifiably proud of their accomplishments. There are four components of *The Ohio Story* which are particularly unique and have been a significant factor in Ohio's progress: Support of the Ohio Rehabilitation Services Commission, innovative programming, independence and interdependence and cooperation and total involvement.

Support of the Rehabilitation Services Commission

Ohio was fortunate in having leadership within RSC which recognized the potentials of Radio Reading Services as a vital adjunct to traditional rehabilitation services. It was willing to give it a try, fully aware of the difficulty of implementation.

Having funded the proposal, it then directed the Program Specialist, Talking Book Program, to devote part of her time to monitor the progress and to serve, for all practical purposes, as a Statewide Coordinator for Radio Reading Services. This was a logical move. In Ohio, Talking Book Machines are distributed through the Rehabilitation Services Commission. The Program Specialist travels the entire state and is familiar with the staff and operation of all the agencies and organizations serving both the blind and physically handicapped. Eligibility for Radio Reading Services was established to be identical with that of Talking Book. Therefore, many of the same people were involved in both programs. The Program Specialist has been an active member of the State Committee, has attended many meetings in local communities, has helped new areas get started and has kept the local services and the State Committee aware of the goals of the project and the Rehabilitation Services Commission's purpose in funding it.

Innovative Programming

The reading of daily newspapers, advertisements, excerpts from current magazines and books constitute the major share of programs and hold the greatest interest for listeners. In Ohio it was recognized early that such a service also could afford blind and physically handicapped persons an opportunity to learn, remain current on, and share with each other all aspects of their handicap as a significant aide to becoming and remaining rehabilitated and integrated into the community. There are many sub-groups within our audience: 1) newly handicapped persons often wait long from the moment that service is first requested until formal rehabilitation begins; 2) those following the close of formal rehabilitation training, who have further waiting until employment can be found; 3) the persons who are well integrated into the community and function independently, but want to keep informed of new developments and new techniques; 4) the two-thirds of our listeners who are over the age of 60 and are often physically and socially isolated; and 5) those who have a physical handicap.

With these audiences in mind, programming is being developed to deal with all aspects of daily living, home care and repairs, personal care and fashion, nutrition and consumer information, communications and mobility, and relations to family and friends. Experts are brought in dealing with all these subjects and the special problems of the blind and physically handicapped are always kept in mind. Listeners are able to call in and exchange ideas with talk show hosts and with each other. Listeners who have made accomplishments in work, leisure or adjustment to their handicap are interviewed. Listeners are familiarized with community resources, and special trips with microphone in hand are taken to places of interest, bringing word pictures and sounds of significant landmarks. Initial surveys have shown that these innovative programs may not always have the largest audience, but they are seen as extremely valuable by the special groups for whom they are intended.

Independence and Interdependence

In other areas where there is more than one station in the State, one of two patterns is followed. Either each community operates a totally separate program or all stations in the State carry essentially the same program as it originates from service headquarters. The Ohio concept from the very beginning has been to allow each community to develop its own organization and that particular approach best suited to the community needs, while at the same time maximizing every possible opportunity for cooperation.

So far of the four stations which are on the air, two operate as part of a larger private agency serving the blind, and two have been set up as independent corporations. As for programming, each station has total autonomy and is eager to allow adequate time for readings of local news and advertisements. Yet, magazines, books, general consumer information and much of the innovative, rehabilitative programming is of interest to all persons. The goal is to avoid duplication of effort and consequently reduce operating expenses. A formal program exchange has been established. Eventually, perhaps a few years away, there will be a live interconnecting network of Radio Reading Services that will allow each station to choose from the network whatever programs it wants while allotting a few hours each day to items of local interest.

Cooperation and Total Involvement

From the very beginning efforts were made to include on the State Committee representatives from every geographic area, every consumer organization, all the agencies both private and public that serve the blind and physically handicapped, library services, radio stations, etc. While there were conflicts between consumer organizations and agencies in some areas, Radio Reading Service proved to be an opportunity for everyone to work together. There was never a moment's doubt that the key to the success of the service is to be found in genuine and total (not token) consumer input, along with effective collaboration with all segments of the blindness and broadcast systems. The progress that has been made testifies to the success of this approach.

CHAPTER IV SIGNIFICANT ISSUES RESOLVED

During the early months of the State Committee's existence, many significant issues had to be resolved: what the service should be named, who would be eligible, how to involve consumers, whether the Committee should incorporate, whether there should be a fee for the service, and how to promote on-air programs.

Choice of Name

Everyone agreed that Ohio's service should not be called "Radio Talking Book". We were not serializing books and it confused the unique Radio Reading Service with the well established Talking Book Program. Some wanted to include the words "Print Handicapped" in the name, but others observed this included the illiterate, the retarded and some of the emotionally disturbed, none of whom were eligible. Some liked "Radio Information Service". There is certainly a significant information component, but others felt that "Information Service" suggested a telephone answering and referral service which the radio program did not have as its essential purpose. The most innovative name suggested was "V.I.P."

A Very Important Plan
For
Visual Information Programming
For
Visually Impaired Persons
Who Are
Very Important People

This was clever and full of public relations potential but was rejected because of Ohio's desire to be in step with what was happening in the rest of the country. For that reason, the name espoused by the American Foundation for the Blind was chosen by Ohio: "Radio Reading Service". Each local community prefaced those words with its own geographic identity: Cleveland Radio Reading Service, Central Ohio Radio Reading Service, Inc., Tri-County Radio Reading Service, Inc., Youngstown Radio Reading Service. In this way, Ohio's program had the same name as similar programs in other parts of the country and would benefit from potential national publicity. The official name of the State Committee became "Radio Reading Services of Ohio", with a sub-heading "Reading and Information Services for Blind and Physically Handicapped Listeners".

Eligibility

Early in the Committee's deliberations it was decided that eligibility requirements for Radio Reading Service would be the same as for the Talking Book Program. This includes persons who are visually handicapped, physically handicapped (unable to hold books or turn pages), or have a learning disability related to a physical handicap (dyslexia, etc.).

Consumer Participation

The field of work with blind and physically handicapped persons has become sensitized in recent years to the importance of consumer input. From the very beginning, consumers were actively involved in Radio Reading Service. In addition to a Finance Committee and a Technology Committee, the first interim guidelines for the State Committee's operations called for the establishment of a Consumer Interest Committee. It is noteworthy that when the final State Committee by-laws were adopted with five permanent sub-committees, not one of them bore the name "consumer interest". In the course of discussion over several months it became clear that consumers had input into every committee that needed to be established. This was not because they were consumers, but because they had knowledge and information which a particular committee needed. Currently 20 of the State Committee's 35 members are consumers. The Committee's by-laws require that at least two of the five delegates to the Committee from each established local community be consumers. It can be said that consumer participation in Ohio's Radio Reading Service has not been superficial or occasional, but sincere and complete, with consumers who may or may not be professionally involved in work for the blind, who may or may not belong to organizations of and for the blind, working together with sighted professionals and lay persons in a genuine partnership of program development.

Incorporation

The question of whether or not to incorporate the State Committee occupied many hours of discussion. Early planning suggested a format whereby fund-raising campaigns for all communities would be coordinated through the State Committee, with monies then being allocated to local programs. Such a plan might have worked well, if every community in the State had a Radio Reading Service, and if the State Committee was firmly established and well known. Reality, however, dictated a different approach. Every local program had its own incorporation, either as part of the parent organization, (Youngstown, Cleveland) or as a separate corporate entity (Columbus, Tri-County). Fund-raising became the primary responsibility of each community. The role of the State Committee was to assist local areas in their fund-raising efforts, but not to raise funds directly for itself. With this development, the urgency to incorporate diminished.

As the program grew, and more and more communities entered the planning stages, the need for a full-time Statewide Coordinator became apparent. Once again the issue of incorporation was raised. Should such a coordinator function under the auspice of an independently incorporated Committee, or would it be better for the State Committee to affiliate itself with an existing organization that already coordinates public radio and television stations in Ohio. Such an organization is the Ohio Educational Television Network Commission (OETNC). The Commission has expressed an interest in helping Radio Reading Services. It is the hub through which the program exchange functions. The Commission is in an excellent position to be of long term assistance. The State Committee, after much discussion, chose to pursue affiliation with OETNC. Such affiliation is still in the early planning stages and funding sources for a Statewide Coordinator need to be developed. However, such affiliation once again precludes the necessity for the State Committee to function as a separate entity.

Fees for Service

Ohioans agreed from the very beginning that listeners should be asked to contribute to the cost of the service's operations. Even though almost total funding was provided by the Rehabilitation Services Commission for the first year, it was quite clear that such funding would diminish and eventually be totally unavailable. Consumer contributions from the very beginning would lay the groundwork for the time when governmental support would no longer be available. It must be understood and reiterated that the contribution goes toward the cost of the service and not for the purchase of the receiver. These, by law, remain the property of the sponsoring organization and cannot be purchased.

Each community was free to set its own schedule and develop its own methods of collection. Columbus asked for an annual donation of \$15 for the use of a table model and \$20 for the portable. Cleveland allowed a 30 day free trial period and then asked \$15 for the first year, and \$25 annually for renewals. Youngstown, requested \$15 annually and Tri-County asked for a contribution of \$20 a year from listeners. In all cases scholarships are available, and those persons who cannot afford even such a modest amount will not be denied the service.

In all cases, the suggested contributions are set below the actual cost of operating the service. The per capita cost will vary from community to community, with those having the largest population being at an advantage. The actual cost is somewhere between \$50 and \$100 per year for each listener. Knowing this will help in fund-raising, since local service organizations can be interested in sponsoring needy individuals.

For the most part consumers have welcomed this approach and have shown a willingness to become involved in the fund-raising activities required to sustain the service.

Promotion of On-Air Programming

After discussion at State Committee Meetings and within the staff and Board of each local group, it was decided not to publish and distribute a monthly program schedule. Consumers themselves felt that so many listeners live alone and have difficulty with getting mail read that it would not be worth the effort or cost. Rather, program schedules are announced over the air at regular times during the day and through spot promotions between programs. In Cleveland this is supplemented by the code-o-phone, a telephone message changed daily which listeners can dial to receive information about the daily programs. Schedules are mailed to listeners only when major changes are made or when service is first begun.

CHAPTER V

ACCOMPLISHMENTS

DURING THE FIRST PROJECT YEAR

Structuring the State Committee

The State Committee since its inception had been comprised of representatives primarily of the five communities represented in the original proposal: Athens, Cleveland, Columbus, Tri-County and Youngstown. All had worked together as a team in anticipation that funding would be forthcoming. It came as a disappointment when the Rehabilitation Services Commission chose to fund only two communities. However, the State Committee still had a significant role as spelled out in the proposal. It was to recommend guidelines for program content and standards, assist with the creation and coordination of interchange between Cleveland and Columbus, establish guidelines to evaluate the project, sponsor periodic conferences and assist other communities in the state wishing to initiate a similar service.

Communities were encouraged to pursue alternate sources of funding and to develop organizations of their own, while at the same time participating within the State Committee. There was indeed a sense of coordinated growth with all communities in the state pulling toward the development of Radio Reading Services. By-laws were rewritten, and given a more permanent form. Each community with an established advisory committee could send as many as five delegates to the State Committee. Communities with no established organizations, could submit their nominees directly to the State Committee. Provision was also made for members at large, thus allowing for representation at the State level from such organizations as the Rehabilitation Services Commission, the National Federation of the Blind, State Library of Ohio, the Telephone Pioneers, the American Association of Workers for the Blind and interested lay persons. Provision was also made for ex-officio representation from the American Foundation for the Blind, the Corporation for Public Broadcasting and the Ohio Educational Television Network Commission. (See Attachment B for State Committee By-Laws).

Dues of \$10 a year per member were established. Officers were elected and the groundwork was laid for sub-committee activity. In short, the State Committee grew and prospered. It has remained an effective source of leadership in the development of Ohio's Radio Reading Services.

State-Wide Effort

From the very beginning, programs were coordinated and promotional materials developed in such a way that they could be used in every community. A statewide logo was developed, superimposing the map of Ohio over a microphone (see cover).

A sound sheet was created. It was thought that initial promotion of Radio Reading Service could best be achieved by mailing a record to known Talking Book users. In order to avoid any breach of confidentiality on the part of the library, materials were mailed in cooperation with the regional libraries. The sound sheet was prepared giving a general description of Radio Reading Service, but purposely avoiding any details which would relate only to a specific community. Instead, listeners were asked to look at enclosed explanations and applications which gave local information. In this manner, it has been possible to use the sound sheet throughout Ohio.

The Columbus Story

On November 26, 1975, CORRS (Central Ohio Radio Reading Service, Inc.) became the first station to go on the air. In Columbus, initiative for the service had been taken by a small group, most of whom were consumers. They formed a separate corporation because no agency in Columbus stepped forward to provide the necessary support, and also because they believed in the value of independence. Early in 1975 the city of Columbus had learned about Radio Reading Services at a federal meeting on fund-raising and initiated an inquiry to the Rehabilitation Services Commission concerning its interest in having funds be made available through city revenue sharing. A representative of the city attended the Oklahoma conference, and after several meetings in Columbus it was announced, even before the Rehabilitation Services Commission had completed action on the proposal submitted to it, that CORRS would receive \$200,000 in revenue sharing funds. The money was to be used for construction of studio facilities, purchase of equipment, staffing and operating expenses. It was generally agreed at a later point that funds made available through the Rehabilitation Services Commission were to be used only for the purchase of receivers.

In as much as CORRS was a new organization, a special arrangement was worked out with the Cleveland Society for the Blind. All grant monies for the first year were given to Cleveland Society with the understanding that upon request and payment of the 10 percent matching funds, the Society would pay authorized expenses under the project.

Once it became clear that revenue sharing funds, Rehabilitation Services Commission monies and Columbus Foundation matching were available, action stepped up in search for space and the drawing up of plans for the studio. A storefront in the heart of downtown Columbus was found and became the headquarters of CORRS. The studio was planned and designed by three consumers assisted by volunteers all of whom worked for several months to complete the project. CORRS is run by a Board of Trustees and aided by a consumer Advisory Committee that deals with program suggestions, fund-raising activities, and volunteer services. Fundraising has included a successful bake sale and a spectacular walk-along covering 18 miles which raised over \$8,000. CORRS is affiliated with WOSU-FM, The Ohio State University public radio station. It is on the air from noon to 8 p.m. on Mondays, 8 a.m. to 8 p.m. Tuesday through Friday, and 8 a.m. to 4 p.m. on Saturdays. The limited number of hours is due in part to its arrangement with WOSU-FM, whereby payment is made on an hourly basis.

Today approximately 1,000 receivers have been distributed. Being set-up as a separate entity in the community has made it possible to use the Radio Reading Service as a means of developing outings, swap and shop, announcement of job openings, qualifying listeners for Ohio Bell exemptions, etc. Staff includes a Director, Coordinator of Volunteers, Secretary, and two Technical Engineers.

The Cleveland Story

Cleveland is fortunate in having one large, well supported private agency serving the blind and visually handicapped. Under one roof can be found virtually all needed social, rehabilitation and supportive services. It was thus only logical that in the Cleveland area, Radio Reading Service would become part of the Cleveland Society for the Blind. Society staff together with the encouragement and participation of the Cleveland Area Supervisor, Bureau of Services for the Blind, were active in the events that led to the first statewide meeting in Columbus in December of 1974. Once funding through the Rehabilitation Services Commission and the George F. Gund Foundation became a likelihood, Cleveland faced two major problems, 1) the location of studios, and 2) finding an FM station with an available side band.

Original plans called for the use of studios already in existence at a local college which had offered the use of its students as volunteers. When the college could not provide the needed offices, the decision was made to construct the studios within space available at the Cleveland Society for the Blind. Having the studios under the same roof as the rest of the agency has proven to be most fortunate. It has provided ready access to the agency's volunteers and public relations resources, as well as the social service and rehabilitation staff to assist with program development.

With the majority of programs throughout the country being affiliated with a public radio station, it was Cleveland's hope that WBOE, the station operated by the Cleveland Board of Education, would complete its facilities and new transmitter in time. During the early months of the first contract year it appeared quite likely, but when delays occurred, contractual arrangements had to be worked out with a commercial radio station or risk not getting on the air at all. Fortunately, WXEN was available and broadcasts began on March 2, 1976. By April 21, a broadcast day of 17 hours, Monday through Friday, and 12 hours, Saturdays and Sundays had been achieved. A custom designed automatic programmer makes it possible to keep the station on the air evenings and to turn it on early in the morning without the pressure of engineering staff.

Immediately upon project approval in June 1975, an Advisory Committee was organized. The Committee's chairman is appointed by the Board of Trustees and reports regularly to it. The remaining 24 members, 16 of whom must, according to the committee's by-laws, be consumers, are selected through a nominating process by the Advisory Committee itself. Several active sub-committees dealing with program content, promotion, fund-raising and technical matters have been making substantial contributions to CRRS's operations. Suggestions for program and changes in program content, the development of an in-depth telephone survey ascertaining listener response, the preparation of a brochure and other outreach activities have been done by the Advisory Committee. All major decisions concerning CRRS's operation are brought to the attention of the Committee which meets monthly.

About 150 volunteers are involved guided by a staff of six persons, including a Project Director, Station Manager, Program Development Specialist, Coordinator of Volunteers, Traffic Coordinator and a Radio Engineer. At the end of six months, almost 1,000 receivers had been distributed.

The ready access to expert volunteers and the cooperation of the Agency's staff and that of the Bureau of Service for the Blind made it relatively easy for Cleveland to experiment with a number of innovative programs including mobility, vocational and leisure time choices, various aspects of rehabilitation teaching, social and psychological adjustment to blindness, consumer information programs and scenic maps.

Youngstown Added

It became apparent halfway through the project year that Columbus would not need all of the \$160,000 allocated to purchase receivers. Youngstown had tried in various ways to obtain funds for its Radio Reading Service program, but none had been successful. The State Committee requested the Rehabilitation Services Commission to consider an application from Youngstown for funding. In March 1976 the Commission indicated that it would consider an amendment to the grant, submitted by the Cleveland Society for the Blind, asking that \$80,000 of the monies originally allocated to Columbus be made available to the Youngstown Society for the Blind for initiating their Radio Reading Service. As was the case with Columbus, the funds would be channelled through the Cleveland Society for the Blind. The amendment was approved effective April 1 (see attachment C for amendment E).

Monies were made available for the purchase of receivers, some studio equipment, the lease of the sub-channel, two staff persons and general operating expenses. It was understood from the beginning that Youngstown would rebroadcast those programs originating in Cleveland that would be of interest to Youngstown listeners. This would be accomplished through an air-to-air pickup, once Cleveland's station, WXEN, moves to its new transmitter location. Youngstown would still retain its own identity through local programming and through handling separating all station breaks with its own promotion. The efforts of the Youngstown staff have been directed primarily toward the recruitment and training of volunteers for the production of local programming and to the promotion of the service.

Youngstown (YRRS) has been on the air 5 hours daily since June 1976, broadcasting over the sub-carrier of WYSU-FM, the station of Youngstown University. This station has made studio space available to YRRS, thus saving Youngstown the expense of building new facilities. At the same time a recording booth has been set up at the Youngstown Society for the Blind making it possible for volunteers to record there.

Tri-County Included

As it came to close of the first project year, it became apparent that there would still be \$25,000 left unspent from the original project funds. The Tri-County area (Portage, Summit and Stark Counties including the population centers of Kent, Akron, Canton) had been active during the entire year developing a strong Board and membership, including representatives from the Summit County Society for the Blind, the Philomatheon Society for the Blind, United Cerebral Palsy of Akron, local libraries, Telephone Pioneers, service clubs and Kent State University. They had met regularly and had undertaken a study which determined that WKSU-FM (Kent State University) had the strongest signal of all the stations available to it. Indications of financial support were obtained from various community organizations. The United Cerebral Palsy of Akron has included studio and office space in their new construction, and Tri-County has applied for Title XX funds to cover operating expenses.

The Tri-County area also agreed to use a considerable amount of programming originating from Cleveland. As with Youngstown, TCRRS planned on organizing volunteers and staff to implement local programming and to retain local identity. Funds were made available for the purchase of 415 receivers. Since December 1976, Tri-County listeners have been able to listen to Cleveland programming. Organizational efforts are moving forward with the appointment of an Executive Director, the distribution of receivers and the broadcast initially of two hours daily local newspaper programming.

Four Out Of Five

By the end of the first project year, four of the five communities included in the original proposal had received funding. It was a very happy moment for the State Committee and vindicated the judgment of those who had urged the retention and strengthening of its function. Only Athens among the original five remained unserved. It serves the sparsely populated and difficult to organize rural section of Southeastern Ohio. It and other areas in the State will remain for future years to become included among those receiving Radio Reading Service.

CHAPTER VI

ACTIVITIES DURING THE SECOND YEAR

Second Year Funding

While communities were being added with monies from the first year's proposal, projects were also being submitted to the Rehabilitation Services Commission to assure funding for the second year. Columbus, whose revenue sharing funds had been limited to one year, had established its reliability. For the second year CORRS negotiated its own contract directly with the Rehabilitation Services Commission. Cleveland submitted a second year proposal for itself and the Youngstown area. No monies were available for Tri-County. Budgets totalling \$189,000 for the three communities were approved, 70 percent of these amounts being provided by the Rehabilitation Services Commission, and 30 percent coming through local matching. No equipment was included. All the monies went for staff, cost of leasing sub-channels, maintenance and operating expenses. Among the innovations for which funding was approved, but which remains to be implemented, is the installation of a WATS line, which will make it possible for listeners in the Youngstown, Tri-County and greater Cleveland area to call free of charge and participate live in talk shows originating from Cleveland studios.

Work of State Committee Continues

The State Committee being firmly established as the coordinating group for all of Ohio's Radio Reading Services, was now able to go ahead with its work. Two of its sub-committees were activated at the beginning of the second project year, 1) Committee on Program Content and Coordination and 2) Committee on Community Assistance and Development.

Committee on Program Content and Coordination

The Committee focused specifically on efforts to effect a program tape exchange among the active stations. Several meetings were held to review the mechanics and programmatic aspects of such an exchange. The offer of help from the Ohio Educational Television Network Commission was gladly accepted. The Commission presently conducts a similar tape exchange among existing public radio and television stations. It was therefore simple to adapt procedures to the needs of Ohio's Radio Reading Services. A complete procedures manual giving all the forms and instructions was developed and distributed to station personnel. All stations are encouraged to submit programs of interest to others through the OETNC which in turn notifies all stations of the availability of programs upon request. It was established for future implementation that Columbus, with its proximity to OETNC headquarters, would concentrate on weekly periodicals, which could be quickly distributed to the rest of the stations, while other communities would divide the monthly periodicals. Still in its early stages, the program exchange - a first of its kind in the country - has established the mechanics, procedures and policies for such an exchange. Its services are available without cost to any Radio Reading Service within Ohio, and for a minimal fee to reading services in other states. The real significance and value will probably not be felt until the expiration of the second project year. With every community seeking to make its available human and financial resources most efficient, the tape exchange will be a significant aide to saving money and avoiding unnecessary duplication of efforts.

Committee on Community Assistance and Development

It became apparent in the first year of operation that the coordination of various existing services and the initiation of new ones takes a tremendous amount of time and effort. This time and effort has been given largely by the Program Specialist, Talking Book Program of the Rehabilitation Services Commission, and a few members of the State Committee. It has become

more and more apparent that a full-time Statewide coordinator for Radio Reading Services is urgently needed. Committee discussion of such a proposal developed a tentative job description and gave approval to the idea that the State Coordinator be housed in and become affiliated with the Ohio Educational Television Network Commission. The establishment of such a position will necessitate the securing of funds through private foundations for a three year period. This should make it possible to bring every population center in the State within listening range of Radio Reading Service, to maximize cooperation and minimize per capita cost, to promote the use of the service among every potential listener, to establish the legitimate permanency of the service and thus possibly secure legislative support and permanent funding of the service.

Activity in Other Communities

Formal organizations for the establishment of Radio Reading Services now exist in the Cincinnati and Toledo areas, with both having been incorporated as separate organizations. Less formal efforts are in process in the Dayton-Springfield and the Mansfield-Ashland-Wooster areas. The latter is the only one to date seeking to operate independently of the State Committee. Still virtually unorganized, as mentioned previously, is the Southeastern Ohio area served by WOUB-FM, the Ohio University station in Athens. There are naturally, other centers of population which fall between the main cities. However, with booster antennas and cooperation from possibly one or two additional radio stations, it should be possible within the course of two or three years to have the entire state accessible to Radio Reading Service.

State-Wide Conference

With every section of Ohio either on the air or talking about it, the idea of having a State-wide Radio Reading Service Conference seemed a natural. Only a few professionals can take the time or have the funds to attend national conferences. Within Ohio it should be possible to bring together a large number of listeners, volunteers and staff -- readers, talk show hosts, technicians, administrators and board members. With funding and staff support provided by the Rehabilitation Services Commission, a statewide conference is currently planned to take place in Columbus. The program deals with the day to day problems of operating a Radio Reading Service including administration, fund-raising, program development, technical aspects, legal matters, promotion and evaluation. (see attachment D for Conference Program).

Evaluating the Program

Both Columbus and Cleveland have conducted listener surveys. Columbus mailed out 750 questionnaires. They were done in large print for the convenience of some listeners and for postage free mailing. The survey was broadcast at specified times and listeners were encouraged to record it for study and use in answering. Two-hundred fifty-nine were returned. Highlights show that the average age of listeners is 59.7 years and 15.7 percent of listeners are physically disabled. Ninety percent indicated they found spot announcements useful and had taken advantage of the information offered. Seventy-five percent indicated they enjoyed the phone-in aspects and of those 39 percent had called in at least once. While all programs have their devotees, the survey showed more people listening to the morning, afternoon and evening newspapers than any other program.

Cleveland used a telephone survey, sampling approximately one in every ten listeners. Members of the Program Advisory Committee helped prepare the questionnaire and volunteers were trained to administer it. Much data was collected and is still being processed. Among the figures already available are the following: Almost 75 percent of Cleveland's listeners are over 60 and 69 percent are women. Fifty-seven percent find the service superlative, 27 percent acceptable, with only 5 percent rating it as poor. When asked "What do you like most about

CRRS?", 53 percent listed the newspapers. Yet almost every other form of innovative programming had at least a few persons who listed that show as their favorite. Fifty-four percent listened seven days a week, with 76 percent listening one to four hours daily. Early morning and early evening are the most popular listening hours. Reasons for not listening during certain hours, 28 percent gave TV program preference as a reason, 9.9 percent employment, 28 percent household chores or community activities. Fifty-four percent listen alone while 46 percent listen with one or more persons. Seventy-three percent indicated that CRRS programming helped them live more comfortably with their disability.

CHAPTER VII A LOOK TO THE FUTURE

We are pleased with our accomplishments in Ohio. We believe that we have laid down organizational groundwork for the development of an all-encompassing and innovative Radio Reading Service Program which will effectively serve the blind and physically handicapped population of the State. Pleased as we may be with the progress that has been made, the concerns for the future are many. We have already alluded to the importance of implementing the position of Statewide Coordinator and of bringing every geographic area of the state within listening range of a Radio Reading Service. Beyond this every station is concerned with long term funding sources, with the placement of available receivers and with the quickly changing technology.

Long Term Funding

A crucial concern for all services is where will the money come from at the end of the second project year. At the moment, Title XX funds, administered through county welfare departments, are being held out as one possible source. The restrictions involved with such funds and the inordinately large amount of red tape entailed in their administration, make them somewhat less than ideal. They are, however, an important source of funds and will be pursued aggressively by every community with support from RSC and the State Committee.

Listener contributions need to become an ever growing source of support. It is true that the overwhelming number of listeners are in the older age bracket and many have limited incomes. Nevertheless, it is possible for almost everyone to contribute \$15 and \$25 a year, and for some to be far more generous. The more receivers are distributed and the more effectively program duplication is avoided, the lower the per capita cost will be and the more likely will it be possible for consumers to sustain a major share of the cost. Long term funding sources may eventually need to come through legislative action at local, state and national level. In addition, all other avenues such as underwriting, contributions, endowments, further foundation and service club support need to be fully explored.

Placement of Receivers

Popular as the service is, with existing users, it still is one that has to be "sold". Continuous promotional efforts need to be made, particularly in seeking to reach the physically handicapped, the newly blinded, those in the outlying range of each service area, and that large group who have never heard about the service, are not interested or have just not gotten around to apply. The more varied the programming, the better are the chances for finding a responsive cord among potential listeners.

Technological Changes

It is difficult to project what technological changes the future will bring. We only know that in these days, changes come quickly and are often dramatic. Efforts are already on the way by a number of companies to come up with a quality low cost receiver. The increasing involvement of the Corporation of Public Broadcasting suggests the possibility of a national interconnected network from which local stations could select readings from current magazines, excerpts from books and other special features especially prepared for our listeners. The latest developments in the Talking Book field point toward the use of the telephone, making it possible for more than one person to dial the same book at the same time and to listen simultaneously each at their own place in the book. This suggests that national newspapers and magazines could be programmed into this new telephone system.

These technological advances are mind boggling and fantastic. While they will greatly simplify what each local service has to do, there will still be the need for input from each community dealing with local news, advertisements, calendar of events and descriptions of local places. There will also still be a need for local talk shows making it possible for listeners in the same area to get acquainted, to exchange ideas, and learn from and help each other.

The Journey Continues

We firmly believe that Radio Reading Service is here to stay, that it has within it capabilities to meet major unmet needs for current information and to remain, as it has become in Ohio, an important adjunct in the daily lives of blind and physically handicapped persons.

It is said that the longest journey in the world begins with a single step. Looking back upon the history of Radio Reading Service in Ohio it is hard to know just what that first step was. Officially, it was the meeting on December 19, 1974. Unofficially, that step was taken by many who talked and dreamed Radio Reading Service long before it became a reality in Ohio. Since those moments we have taken many steps together in a thrilling journey. It is a journey which in many ways has just begun. Many more interesting chapters remain to be written.

JUN 23 1975

OMB NO. 80-R0186

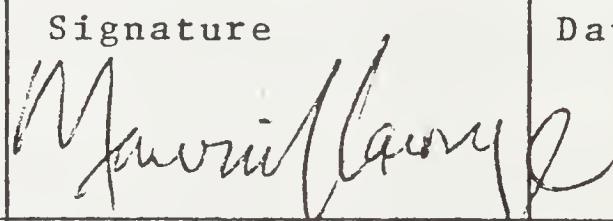
Name & Address Cleveland Society for the Blind
of Subgrantee 1909 East 10th Street, Cleveland, Ohio 44106

Project No. ORSC-I&E-75-1

STATEMENT OF CERTIFIED FUNDS

Innovation & Expansion Grant

1. The subgrantee hereby assures and certifies that it has available the sum of \$ 44,019.00 which is its 10 % share for the total project cost of \$ 440,188.00.
2. The subgrantee also agrees to assume its share of all allowable expenditures as they are incurred under this Federally-assisted project. (For reporting purposes, these matching funds will be considered as "certified" and not "cash" expenditures.)
3. The subgrantee further certifies that the cost-sharing funds are in no way derived from Federal sources nor have they been certified or earmarked as a cost in any other Federally-financed program.

Name of Board President (please type)	Signature	Date
Marvin L. Laronge		6-23-1975
Name & Title of Authorized Fiscal Officer (please type)	Signature	Date
Ferd L. Appell Associate Executive Director Fiscal Control		6-23-1975

FOR RSC USE ONLY

1 2 3

Circle One

PART II
PROJECT APPROVAL INFORMATION

OMB NO. 80-RO 186

Item 1.

Does this assistance request require State, local, regional, or other priority rating?

Yes No

Name of Governing Body _____
Priority Rating _____

Item 2.

Does this assistance request require State, or local advisory, educational or health clearances?

Yes No (Attach Documentation)

Name of Agency or Board _____

Item 3.

Does this assistance request require clearinghouse review in accordance with OMB Circular A-95?

Yes No

(Attach Comments)

Item 4.

Does this assistance request require State, local, regional or other planning approval?

Yes No

Name of Approving Agency _____
Date _____

Item 5.

Is the proposed project covered by an approved comprehensive plan?

X Yes _____ No _____

Check one: State
Local

Regional

Ohio Rehabilitation Services Commission
Location of Plan _____

Item 6.

Will the assistance requested serve a Federal installation?

Yes No _____

Name of Federal Installation _____

Federal Population benefiting from Project _____

Item 7.

Will the assistance requested be on Federal land or installation?

Yes No _____

Name of Federal Installation _____

Location of Federal Land _____

Percent of Project _____

Item 8.

Will the assistance requested have an impact or effect on the environment?

Yes No

See Instructions for additional information to be provided.

Item 9.

Will the assistance requested cause the displacement of individuals, families, businesses, or farms?

Yes No

Number of:
Individuals _____
Families _____
Businesses _____
Farms _____

Item 10.

Is there other related assistance on this project previous, pending, or anticipated?

Yes No

See Instructions for additional information to be provided.

PART III - BUDGET INFORMATION

SECTION A - BUDGET SUMMARY

Grant Program, Function or Activity (a)	Federal Contract No. (b)	Estimated Unobligated Funds			New or Revised Budgets		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)	
1. Radio Reading Service	\$	\$ 396,170		\$ 44,019		\$ 440,188	
2.							
3.							
4.							
5. TOTALS	\$	\$ 396,170		\$ 44,019		\$ 440,188	

SECTION B - BUDGET CATEGORIES

6. Object Class Categories (1)	- Grant Program, Function or Activity (2)			Total (5)
	(3)	(4)	(6)	
a. Personnel	\$ 45,720	\$	\$	\$ 45,720
b. Fringe Benefits	5,018			5,018
c. Travel	1,500			1,500
d. Equipment	365,900			365,900
e. Supplies	6,050			6,050
f. Contractual	13,200			13,200
g. Construction	-0-			-0-
h. Other	* 2,800			2,800
i. Total Direct Charges	440,188			440,188
j. Indirect Charges	-0-			-0-
k. TOTALS	\$ 440,188	\$	\$	\$ 440,188
l. Program Income	\$	\$	\$	\$

HEW-608T

* Studio phones, office phones, line costs

ATTACHMENT A
Page 4

SECTION C - NON-FEDERAL RESOURCES

(a) Grant Program	(b) APPLICANT	(c) STATE	(d) OTHER SOURCES	(e) TOTALS
8. Radio Reading Service	\$ 10% 44,019	\$	\$	\$ 10% 44,019
9.				
10.				
11.				
12. TOTALS	\$ 10% 44,019	\$	\$	\$ 10% 44,019

SECTION D - FORECASTED CASH NEEDS

	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ 396,169	\$ 347,713	\$ 16,152	\$ 16,152	\$ 16,152
14. Non-Federal	\$ 44,019	\$ 37,987	\$ 2,011	\$ 2,011	\$ 2,010
15. TOTAL	\$ 440,188	\$ 385,700	\$ 18,163	\$ 18,163	\$ 18,162

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

(a) Grant Program	FUTURE FUNDING PERIODS (YEARS)			
	(b) FIRST	(c) SECOND	(d) THIRD	(e) FOURTH
16.	\$	\$	\$	\$
17.				
18.				
19.				
20. TOTALS	\$	\$	\$	\$

SECTION F - OTHER BUDGET INFORMATION

(Attach additional Sheets if Necessary)

21. Direct Charges:

22. Indirect Charges:

23. Remarks:

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PART IV PROGRAM NARRATIVE (Attach per instruction)

PART V

ASSURANCES

The Applicant hereby assures and certifies that he will comply with the regulations, policies, guidelines, and requirements including OMB Circulars Nos. A-87, A-95, and A-102, as they relate to the application, acceptance and use of Federal funds for this Federally assisted project. Also the Applicant assures and certifies with respect to the grant that:

1. It possesses legal authority to apply for the grant; that a resolution, motion or similar action has been duly adopted or passed as an official act of the applicant's governing body, authorizing the filing of the application, including all understandings and assurances contained therein, and directing and authorizing the person identified as the official representative of the applicant to act in connection with the application and to provide such additional information as may be required.
2. It will comply with Title VI of the Civil Rights Act of 1964 (P.L. 88-352) and in accordance with Title VI of that Act, no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the applicant receives Federal financial assistance and will immediately take any measures necessary to effectuate this agreement.
3. It will comply with Title VI of the Civil Rights Act of 1964 (42 USC 2000d) prohibiting employment discrimination where (1) the primary purpose of a grant is to provide employment or (2) discriminatory employment practices will result in unequal treatment of persons who are or should be benefiting from the grant-aided activity.
4. It will comply with requirements of the provisions of the Uniform Relocation Assistance and Real Property Acquisitions Act of 1970 (P.L. 91-648) which provides for fair and equitable treatment of persons displaced as a result of Federal and federally assisted programs.
5. It will comply with the provisions of the Hatch Act * which limit the political activity of employees.
6. It will comply with the minimum wage and maximum hours provisions of the Federal Fair Labor Standards Act, as they apply to hospital and educational institution employees of State and local governments.
7. It will establish safeguards to prohibit employees from using their positions for a purpose that is or gives the appearance of being motivated by a desire for private gain for themselves or others, particularly those with whom they have family, business, or other ties.
8. It will give the grantor agency or the Comptroller General through any authorized representative the access to and the right to examine all records, books, papers, or documents related to the grant.
9. It will comply with all requirements imposed by the Federal grantor agency concerning special requirements of law, program requirements, and other administrative requirements approved in accordance with Office of Management and Budget Circular No. A-102.

*If applicant is a non-public organization, the provisions of Item 5 do not apply.

PROPOSAL FOR THE ESTABLISHMENT
OF RADIO READING SERVICES
IN THE GREATER CLEVELAND & COLUMBUS AREA
FOR BLIND AND PHYSICALLY HANDICAPPED PERSONS

I. INTRODUCTION

Radio Reading Service is an effort through the use of special receivers and special side bands of existing FM stations to transmit exclusively to persons who cannot read conventional print material because of a visual or physical handicap. Such a service provides not only access to current reading material (newspapers, periodicals and books) while they are current, but affords this group of persons an opportunity to learn, remain current on and share with each other all aspects of their handicap as a significant aid to becoming and remaining rehabilitated and integrated into the community. The proposal being submitted here seeks to establish such a service for two of the major population centers of the state of Ohio, Cleveland and Columbus, to be coordinated under the guidance of the State Committee for Radio Reading Services of Ohio. It is expected that this service will stimulate the development of similar programs in other Ohio communities.

II. GENERAL BACKGROUND

Radio Reading Services (still referred to in many communities as Radio Talking Book) had its beginning in 1969 with a program under the auspice of the Minnesota State Services for the Blind. Since then twenty similar programs in fifteen states and the District of Columbia have gone on the air. In March of 1975, the American Foundation for the Blind sponsored the first national conference on Radio Reading Services which was attended by two hundred persons from 39 states and the District of Columbia, all of whom were interested in starting new or improving existing services. Since most communities use public radio stations, the Corporation for Public Broadcasting at the national level has assigned a full time consultant and has published a comprehensive handbook descriptive of existing programs in communities seeking to establish such a service.

The handbook and the conference both highlight the considerable variations which exist between communities in regard to size, cost, sponsorship, hours on the air, and program content. Most programs devote considerable time to the reading of the daily papers, including advertisements and stressing those aspects of the paper which are not readily available through radio and television. The balance of the time is frequently filled with reading from weekly and monthly periodicals and the latest books. Only a few stations have begun to experiment with talk shows and none have fully and creatively explored, as the Ohio program plans to, the full information and rehabilitative needs of blind and physically handicapped persons which can be met through such a radio service.

III. THE OHIO STORY

Apart from Youngstown's brief effort to launch a program on its own, the Ohio story had its official beginning with an Information Meeting called together by Doris Barcomb, State Director of the Bureau of Services for the Blind in Columbus on December 19, 1974. The meeting was attended by 25 persons --

representatives of public and private agencies, radio stations and consumers coming from all the major cities of Ohio. The main speakers were William Gallagher of the American Foundation for the Blind and Sam Holt of the Corporation for Public Broadcasting, who brought the group up-to-date on the current status of Radio Reading Services.

Out of this meeting came the strong conviction that in setting up this program, Ohio could be served best by strong coordinated state-wide effort rather than the competitive and duplicative efforts in each local community. An Ad Hoc Committee was established and charged with responsibility for setting up a permanent committee made up of appropriate professional, lay and consumer representatives which will have the capability of moving this project forward in the state of Ohio.

The Ad Hoc Committee met in Mansfield on January 17th, and the full state-wide committee met also in Mansfield on February 24th and again April 7th. (See attached minutes of these meetings and list of committee members). The February 24th meeting was largely organizational and saw the election of officers and appointment of Committee Chairmen as follows:

Art Edgerton
Administrative Aide to the President
Toledo University
Toledo, Ohio

- CHAIRMAN

Kent W. Creswell, General Manager
WOSU AM-FM
Ohio State University
Columbus, Ohio

- VICE CHAIRMAN

Walter Boninger
Associate Executive Director
Cleveland Society for the Blind
Cleveland, Ohio

- SECRETARY

Ted Jacobson
WOUB Radio
Ohio University
Athens, Ohio

- TREASURER

Stanley Doran
National Federation of the Blind
of Ohio & Columbus Vision Center
Columbus, Ohio

- CHAIRMAN, CONSUMER INTEREST COMMITTEE

Dave L. Fornshell, Executive Director
Ohio Educational Television Network Commission
Columbus, Ohio

- CHAIRMAN, TECHNICAL ADVISORY COMMITTEE

Joseph Sullivan, Supervisor
Northeast Ohio
Bureau of Services for the Blind
Cleveland, Ohio

- CHAIRMAN, FUNDING COMMITTEE

Thirteen persons including nine members of the committee made up the Ohio delegation to Oklahoma City Conference, the largest state delegation outside of Oklahoma. What was learned at Oklahoma accelerated enthusiasm and firmed up the conviction that a state-wide approach was indeed the best one. In order to get started, the State Committee recommended the selection of the two largest population centers in the State, Cleveland and Columbus. It is a result of the Committee's deliberation and at the Committee's direction that this proposal is being submitted to the Rehabilitation Services Commission.

IV. OBJECTIVE OF RADIO READING SERVICE

A. BROADCAST CONTENT:

While the details of broadcast content would be left up to each of the two communities in line with its needs and consumer interest all programs would have the following content in the course of an 8 -- to 12 hour broadcast day.

1. Reading from daily and weekly local newspapers, stressing the depth and detail not available on regular radio and TV coverage, and including newspaper advertisements for food, clothing, furniture, etc.
2. Readings taken from weekly and monthly periodicals and nationally prominent newspapers, stressing those that are not readily available on Talking Book.
3. Creative information programming taking the form of taped broadcasts dealing with significant information often not readily available for the blind and physically handicapped, such as changes in fashion, art, architecture, exhibits, layouts of prominent public buildings -- all that will help a blind and physically handicapped person develop realistic concepts of the world in which they live.
4. Discussion of current books which will seek to stimulate interest in reading, with the blind and physically handicapped person encouraged to make use of what is available on Talking Book or requesting books through personal taping services. Only with rare exceptions, would books be read in their entirety.
5. Interviews with blind and physically handicapped persons who by virtue of their accomplishments in work, hobby, recreational pursuits, overcoming obstacles in rehabilitation, etc. have something significant to share with others having the similar handicap.
6. Discussion and up-dates on all aspects of living as a blind, visually handicapped, or physically handicapped person. Special programs will be devoted to cerebral palsey, multiple sclerosis, stroke victims and individuals with other physical limitations which prevent use of printed material. Program content would include tips on mobility, communications, self-care involved in daily living, attitudes, etc. Such programs would be prepared by trained professional staff.

7. Talk shows affording an open interchange between listeners and radio personalities, with the topics for the talk shows being suggested particularly by the content of the interviews and rehabilitation teaching sessions suggested above. There will be a concentrated effort to draw into these discussions all the disability groups to be served by this project.

As an example, professional staff may prepare a half hour tape dealing with various techniques of labeling used by blind persons. A half hour talk show might follow during which listeners can call in with problems not covered in the prepared tape or with labeling suggestions not mentioned. Partially seeing persons often have problems in interpreting their handicap to the sighted public. Again a formal presentation on this problem might be prepared by the professional staff, to be followed by an open discussion. Blind and physically handicapped persons who live alone have many problems in managing their daily lives and knowing when and how to ask for help. The talk show format under professional guidance can aid in finding many solutions.

Since radio is a flexible medium that allows easily for many variations, it will be possible to program not only for the needs of the so-called average person but also for the specialized and unusual individual with multiple handicaps and more unique problems. This is one of the significant innovative aspects of this proposal, which promises to give a significant thrust to rehabilitation services in the state of Ohio.

B. OBJECTIVES OF BROADCASTS

Broadcast content as outlined above would afford help to blind and physically handicapped persons in dealing with many significant problems. It will:

1. Enable listeners to know the content of current printed material and thus be able to become more effectively integrated into the mainstream of social interaction with non-handicapped persons. Lack of this information labels handicapped persons as different and leads to their being shut off from normal social intercourse thus perpetuating negative stereotypes concerning disabled persons.
2. Help overcome the social isolation from other blind and physically handicapped persons. Learning from others who have similar problems and needs, is helpful in rehabilitation, in retaining skills and in maintaining high morale in day to day living with a handicap.
3. Reduce the length of time between referral for services and completion of a formal rehabilitation program. During the early waiting period while the rehabilitation referral is being processed, the individual and his family can already be exposed to rehabilitation lessons and the knowledge of others who have undergone similar experiences. Once the formal program of rehabilitation begins the individual and the family will have already acquired some skills and attitudes which should heighten the probability of success and shorten the period of time required for the completion of rehabilitation.

4. Make available a ready access to information about a variety of career choices available to the blind and physically handicapped as well as information about hobbies, recreational and other leisure time pursuits, something critically needed by this group of severely disabled citizens.
5. Provide effective followup to maintain skills and attitudes acquired during rehabilitation. So often, following a period of rehabilitation, the individual returns to the isolation of home and family, and has no opportunity for further contact with staff or handicapped persons which could be helpful in retaining the skills and attitudes acquired.
6. Augment and complement the resources of the rehabilitation staff, particularly in those areas where long distances and staff shortages make frequent home visits by the rehabilitation staff impractical or unlikely.
7. Establish a means to maintain high interest in work until a job is secured. Hearing from others who are working, learning how they went about finding jobs, hearing about possible job openings are all helpful to the handicapped individual who is actively seeking work.
8. Lead to a reduction in the number of referrals which are lost in that time span between the point of referral and the completion of a rehabilitation plan. Most significant in this is access to information about blindness and other physically handicapping conditions not only by the individual but also by members of his or her family. Through the talk shows, the interviews, and the rehabilitation teaching lessons, the individual and his family will be helped to develop an understanding of the handicap and a growing awareness of the individual's capacity to live with it.
9. Aid the handicapped person economically by making them aware through reading of advertisements of sales that are going on in the community, and of seasonal buying opportunities.
10. Disseminate current information about services and aids and appliances available to the blind and physically handicapped. This will help in the retention skills, keeping enthusiasm for jobs, and thus reduce the likelihood of re-registration.
11. Decrease the likelihood of premature institutionalization for the aging person by affording those who are blind and physically handicapped an opportunity for social contact, access to hobbies and leisure time pursuits which would otherwise not be available to them.

It can be seen from this long list, that the Radio Reading Service as proposed for the state of Ohio is far more than a means to read the daily paper or the weekly magazines. In addition to meeting a variety of important current information needs which will help the blind and physically handicapped person become and remain integrated into the mainstream of community life, this service also provides significant

rehabilitation services which will assist the new referral as well as those who have completed the formal rehabilitation process.

V. PLAN FOR IMPLEMENTATION

A. ROLE OF STATE COMMITTEE

The State Committee is seen as the essential vehicle through which the plan for Radio Reading Services can be implemented. It is recommended that the State Committee incorporate at the earliest possible moment, so that it can legitimately receive tax deductible funds and can in subsequent years be eligible to receive grants directly from the Rehabilitation Services Commission and other appropriate governmental and private sources. The State Committee is seen as having a number of significant functions. It will:

1. Recommend guidelines for program content and standards in line with the project objectives.
2. Create a system for coordinating interchange of experiences and material between the two communities.
3. Assist in establishing guidelines for the evaluation of the project in the two participating communities. This should take into consideration program content, consumer response, stability of the local organization and per capita costs.
4. Conduct periodic conferences to maintain effective communication between all segments of the program, including broadcast stations, agencies and consumer groups for the blind and physically handicapped and other interested governmental and private organizations.
5. Share experiences and provide guidance to other communities wishing to initiate a similar service.

VI. PLAN FOR IMPLEMENTATION BY PARTICIPATING COMMUNITIES

The Cleveland Society for the Blind will serve as the contracting agency for the Columbus and Cleveland programs as outlined below.

- A. The Columbus Program -- The program for the Columbus area is being developed under the guidance of the Central Ohio Radio Reading Service Inc. Please see the attached material submitted by Mr. Stanley Doran acting as agent for the Central Ohio Radio Reading Service, Inc. Please note that Columbus is asking only for 2,000 receivers from the Rehabilitation Services Commission, in anticipation that revenue sharing funds from the city of Columbus will be available for all other necessary expenses. Since the organization in Columbus is new and thus not eligible to receive funds directly from the Rehabilitation Services Commission, the Cleveland Society for the Blind has agreed to submit this proposal on behalf of both the Columbus and Cleveland programs. It is clearly understood that the Columbus group will need to raise its own 10% share of matching funds and to reimburse these to the Cleveland Society prior to any monies being released.

B. The Cleveland Program -- Cleveland's interest in establishing a Radio Reading Service had its beginnings early in 1974 with contacts from the Cleveland Board of Education and Ursuline College. The Cleveland Board of Education had plans to expand its public radio station and would be able to accommodate a reading service for the blind and physically handicapped on its SCA. Ursuline College, particularly in the person of Father Robert J. Ward, tele-communications instructor and college chaplain, had a fully equipped radio studio and a group of communications students to offer to the program.

1. Ursuline Pilot Program -- In the spring of 1975 Ursuline College students under the direction of Father Ward conducted a 3-month's pilot program. Simulating actual broadcast conditions, students taped newspaper readings, talk shows, home teaching, etc. These tapes were duplicated and mailed to three groups of 20 consumers for a period of one month for each group. This project provided considerable feedback from consumers as to the kind of programming they found most helpful and firmed up local convictions as to the worthwhileness of a Radio Reading Service.
2. The Cleveland Board of Education - WBOE -- It became apparent very quickly that the Cleveland Board of Education had considerable technical and legal problems to overcome in establishing their expanded FM station. A year and a half after the initial contact, very little progress has been made by the Board toward the establishment of expanded programming. More delays are anticipated and there is no assurance that once on the air the station will be broadcasting during other than school hours. In anticipation of these delays, the Cleveland Society for the Blind has been investigating the feasibility of using the side band of a commercial radio station. After considering several alternatives, it appears as if WLYT of Cleveland Heights offers the best opportunity.
3. WLYT -- WLYT is a 25,000 watt FM station broadcasting to a general radius of 50 miles from its transmitter located above its studios in Cleveland Heights. The station is on the air 24 hours a day, has had its side band in use and therefore has all the necessary transmitting equipment. All that would be required is a line to the Ursuline College studios. WLYT has offered the use of its side band at a rate of approximately \$600.00 a month. If broadcasting 10 hours a day for 7 days a week, this would average out to no more than \$2.00 per hour.
4. Ursuline College -- Ursuline College is making available for a rental of \$500.00 a month its fully equipped studio and a large adjacent room which can be used for a second studio and office space to house project staff.

Ursuline College also provides a potential source of volunteers for readers. Equally important it provides a source of paid help to serve as audio engineers. These would be work-study students receiving \$2.50 an hour under Federal Grant, of which 50¢ will be assumed by the project. With 70 hours of broadcasting 52 weeks a year, this amounts

-8-

to only \$1820 for a 1-1/2 time job which would have cost \$17,000 to \$18,000 if filled with trained professionals.

5. The Cleveland Society for the Blind -- The Cleveland Society for the Blind will provide the overall administrative supervision of the Cleveland Program and will assure its compliance with all requirements.
 - a. Advisory Committee -- As a first step, a strong local advisory committee will be formed with its chairman a member of the Board of Trustees of the Cleveland Society for the Blind. The Advisory Committee will include strong representation from consumers group of the blind and physically handicapped as well as broadcasters, volunteers and interested lay persons.
 - b. Matching Funds -- The Cleveland Society for the Blind will provide the 10% of required matching funds and will guide the development of funding to assure the continuity of the project in the Cleveland area. As has been explained earlier, the Cleveland Society for the Blind, as the main contracting agency with the Rehabilitation Services Commission, will also certify the matching funds (\$16,000) for the Columbus area project.
 - c. Consumer Involvement -- The Society will take responsibility for assuring that there will be adequate consumer involvement in all areas of the project and that a sound plan for promoting and publicizing the service will be developed.
 - d. Storage & Service -- The Cleveland Society for the Blind will also provide storage and service space for the receivers and will set aside one room from which broadcasts can originate.
 - e. Cooperation with Columbus -- The Society will also take all necessary steps to assure that there will be close cooperation with the Columbus program in the overall development of the service.
6. Time on the Air -- The budget as attached assumes the station operation for a maximum of 10 hours a day, 7 days a week. It would be part of the planning to determine how many hours are appropriate, which hours of each day would be most convenient, and to what extent weekend programming is desireable.
7. Staffing -- The following are the main staff positions included:
 - a. Coordinator of Technical and Broadcasting Services -two-thirds time - Father Robert J. Ward.
 - b. Coordinator of Volunteers and Promotion -- Responsible for all recruiting, training and supervision of volunteers and all consumer contact including distribution and maintenance of receivers.
 - c. Program Development Specialist -- should be a consumer trained in aspect of rehabilitation and broadcasting to focus especially on rehabilitation component of the program, setting up rehabilitation teaching sequences, finding individuals to be interviewed, main-

-9-

taining the high quality and relevancy of talk show content, identifying the total unmet information needs of blind and physically handicapped persons and determining the most effective way in which radio reading service can meet these needs.

- d. Secretary -- Full time to handle all correspondence, registrations and record keeping.
- e. Maintenance Engineer -- The budget calls for 5 hours a week of the services of an engineer to assist with the maintenance of all Ursuline College broadcast equipment.
- f. Audio Engineer -- The budget calls for the employment of up to 70 hours a week of work-study students to serve as audio engineers.

8. Receivers -- The Cleveland Program is requesting an allocation of 2500 receivers, over a thousand less than the number of Talking Books currently in circulation in the service area. It is anticipated with effective promotion through the general media that the service will be of interest not only to those currently enrolled, but to others who are legally eligible and as yet are not receiving any services. The Telephone Pioneers have agreed to assist in the servicing of the receivers in the same manner as they are now involved with the Talking Book Program.

VII. OTHER IMPORTANT CONSIDERATIONS IN PROJECT DEVELOPMENT

A. WHAT ASSURANCE IS THERE OF CONSUMER SUPPORT FOR THIS PROJECT

In a survey conducted by the Corporation of Public Broadcasting in several communities which currently do not have such programs, 88% of those handicapped individuals interviewed indicated they would be interested in listening if such a service was started in the area. 72% indicated they would be interested, or very interested in programs carrying special news for the handicapped listener. 68% indicated they would be interested or very interested in hearing the reading of daily newspapers. There is no reason to believe that a survey of the Ohio's blind and physically handicapped population would show substantially different results. With appropriate promotion and publicity, using all available channels of public and private agencies, public media, etc. and with high level programming it is not unrealistic to expect that most of the consumers who now have talking books would have and use the special radio receivers. Moreover with effective information and rehabilitation programming public and private agency staff will be encouraging the use of the receivers from the earliest moment of referral. It will be part of the evaluation process and part of the procedures to be set up by Columbus and Cleveland to make sure that those persons having receivers continue to use them, and to pick up those that have fallen into disuse.

B. WHAT ARE LONG TERM FUNDING POSSIBILITIES

Concerted efforts will have to be made by each local community and to the extent feasible by the State Committee to develop permanent resources for funding Radio Reading Services. A number of significant sources for funds come to mind:

-10-

1. Contributions from Service Organizations, particularly Lions Clubs. Lions Clubs could be asked to help underwrite this project as part of its state-wide commitments.
2. Private Foundations and private contributions in general are an obvious source towards which both local communities and the State Committee can turn for future funding.
3. Consumer participation in funding is also a very definite possibility which has the support of consumer groups, and may be considered even during the first year. A small annual subscription fee which could be supplemented by contributions from consumers, could be a source of funds, always with the understanding that those who cannot afford even a minimal fee would be subsidized.
4. While it is not permitted under FCC regulations to sell advertising underwriting of special programs is a distinct possible source of funding. Local companies which derive a significant share of business from blind and physically handicapped persons may very well be willing to contribute in return for the one line mention of the company's name allowed.
5. Revenue sharing has so far planned to make funds available in one community suggesting that a similar route may be possible elsewhere.
6. In some states, state legislatures have appropriated funds for this project. A successful demonstration may make the legislature more kindly disposed towards this suggestion.

The project has great appeal to consumers, is a natural for extensive and continuous volunteer participation in all its aspects and as such lends itself to full community participation in efforts to secure funding and in kind contributions.

VIII. CONCLUSION

Enthusiasm for Radio Reading Services is in evidence in most areas of the country. The unexpectedly large turnout at the Oklahoma City Conference, the support of the American Foundation for the Blind, the long range commitment of the Corporation for Public Broadcasting, the more cautious and questioning interest of the Library of Congress, all indicate that Radio Reading Services are here to stay and promise to be a significant component of services to the blind and physically handicapped. With the approval and implementation of this proposal, the state of Ohio has an opportunity to make a beginning in bringing an outstanding service to its blind and physically handicapped population. Ohio can set an example in creative and innovative programming that will deal with many significant unmet needs in the lives of blind and physically handicapped persons from the point of onset through the formal rehabilitation process and continuing through the day to day lives of the individual.

RADIO READING SERVICE BUDGET

ATTACHMENT A
Page 17

COLUMBUS: 2,000 Receivers @ \$80.00 \$160,000.00*

CLEVELAND:

PERSONNEL:

Coordinator of Technical & Broadcasting Services	\$ 8,000.00
Coordinator of Volunteers and Promotion	12,000.00
Program Development Specialist	10,000.00
Secretary	6,000.00
Accounting Personnel	1,300.00
Salary of Person Monitoring Project	<u>4,000.00</u>
	<u>41,300.00</u>
Fringe Benefits 12.6%	5,018.00
	<u>2,600.00</u>
Maintenance Engineer	1,820.00
	<u>1,820.00</u>
TOTAL PERSONNEL COST:	

TOTAL PERSONNEL COST: \$ 50,738.00

RECEIVERS: 2,500 @ \$80.00 \$200,000.00*

CONTRACTUAL ARRANGEMENTS LEASE OF
SUB-CHANNEL FROM WLYT \$ 7,200.00

LEASE OF STUDIO AND OFFICE SPACE-
URSULINE COLLEGE 6,000.00

TOTAL: \$ 13,200.00

OPERATING EXPENSES - OFFICE

Communications & Publications	\$ 3,000.00
Telephone	1,200.00
Travel	1,500.00
Office Supplies	800.00
Office Equipment	3,000.00*

BUDGET contd.

R.P. OFFICE EQUIPMENT

		<i>Expenditure</i>
7-31-75	2 Typewriters @ \$600	\$1,200.
	1 Typewriter	75.
	1 Secretary desk	300.
	2 5 ft. desks @ \$225.	450.
	2 Long tables @ \$125.	250.
	9 Chairs	425
	3 desk swivel chairs-\$245.	
	6 straight chairs @ \$30. \$180.	
	3 File cabinets @ \$75 and 1 Bookcase \$75	300.
		<hr/>
	TOTAL	\$3,000.

RADIO READING SERVICES OF OHIO

BY - LAWS

ADOPTED AT MEETING IN COLUMBUS, 2-18-76

I. STATEMENT OF PURPOSE OF RADIO READING SERVICES OF OHIO

Radio Reading Service is an effort through the use of special receivers and special side bands of existing FM stations to transmit exclusively to persons who cannot read conventional print material because of a visual or physical handicap. Such a service shall provide not only access to current reading material (newspapers, periodicals and books) while they are current but shall afford this group of persons an opportunity to learn, remain current on and share with each other all aspects of their handicap as a significant aid to becoming and remaining rehabilitated and integrated into the community.

II. OBJECTIVES OF STATE COMMITTEE

1. To disseminate information about Radio Reading Services in Ohio through media, civic organizations, church groups, etc. to consumers and the general public.
2. To assist communities in establishing this service.
3. To keep the concept of the statewide service active through sharing of tapes and network broadcasts wherever possible.
4. To serve as an advisory to local Radio Reading Service Programs in that capacity:
 - A. To encourage that major state objectives are carried out and
 - B. To assist in improving quality of program content.
5. To establish guidelines for evaluating and measuring the effectiveness of existing Radio Reading Service Programs in terms of their fulfillment of major objectives.

III. MEMBERSHIP

A. From Established Program

Geographic areas with established programs and/or with Advisory Committees active in the establishment of programs shall be asked to select a maximum of five individuals to serve on the State Committee. The five shall be

consumers of the service.

B. From Other Sources

A maximum of five members, distributed as above, may be recommended for membership on the State Committee in writing to the Executive Committee from geographic areas which have no Advisory Committee. In addition, a maximum of five members at large may be recommended to the Executive Committee for State Committee membership. These are individuals who, apart from geographic considerations, by virtue of their organizational affiliation or special interests merit membership on the committee. In all cases the background, professional affiliation and reason for the proposed membership must be presented in writing to the Executive Committee. Also, the consent of the person recommended be secured prior to submitting the name for membership to the committee. The final decision as to whether a suggested member in this category should be accepted rests with the committee at large.

V. LENGTH OF TERM

In the beginning, one-half of the members shall be appointed for a one year term and the other half for a two year term. Following that, all terms shall be for two years. No member may serve for more than two consecutive two year terms.

VI. OFFICERS

Officers shall consist of the following:

President
Vice President
Secretary
Treasurer

Officers shall serve a two year term. No officer shall serve more than two consecutive terms in an office.

VII. CALENDAR FOR PROCEDURES

Terms of officers and committee members shall follow the calendar year. All names of committee members shall be submitted to the Executive Committee in time for action by the State Committee at its October meeting for terms beginning the following January. All names of committee members from established programs, thus not requiring Executive Committee action, shall be submitted to the Chairman in time for the October meeting.

A nominating committee, consisting of three members shall be appointed by the Chairman at the October meeting. A report of the nominating committee and election of officers shall take place at the December meeting. There can be nominations from the floor. Officers shall be elected by the State Committee. New officers to take over at the beginning of the calendar year.

At the beginning (in 1976) all names for committee membership shall be submitted in time for the April meeting. At that time a Nominating Committee shall be appointed with its report and election of officers to take place at the June meeting. Officers elected at that time shall serve the balance of the calendar year plus a full term commencing with the beginning of 1977.

VIII. COMMITTEES

The following shall be standing committees:

- A. Public Education and Information
- B. Community Assistance and Development
- C. Program Content and Coordination
- D. Program Standards and Evaluation
- E. By-laws and Legislation

Chairmen of standing committees shall be appointed by the State Committee Chairman with approval of the committee at large.

IX. EXECUTIVE COMMITTEE

The Executive Committee shall consist of the officers and the chairmen of the standing committees and chairmen of other committees as may from time to time be appointed by the Chairman. The Executive Committee will insure appropriate handling of all matters relating to the service and to insure appropriate opportunity for the members of the committee at large to deal with them. The Executive Committee will have the authority to ask a standing committee to perform functions and receive reports therefrom. However, the final disposition of committee reports rests with the committee at large.

X. FREQUENCY OF MEETINGS

State Committee shall meet at least four times a year. Additional meetings may be called at the request of the Chairman, or when ten (10) members of the State Committee submit in writing to the Chairman a request for a meeting.

The Executive Committee shall be called into session by the Chairman or by one-half of its members requesting the Chairman to call a meeting.

XI. MEMBERSHIP DUES

Membership dues shall be determined by the committee at large at the meeting prior to October, setting the dues for the following calendar year.

XII. OPEN MEETINGS

All interested persons may attend committee meetings; however they may not have voting privileges or address the committee without its consent.

XIII. AMMENDMENT BY-LAWS

By-laws may be amended by two-thirds vote of the State Committee, provided such amendments have been discussed at a previous meeting and then submitted in writing at least ten days prior to the following meeting where the vote will be taken.

STATE OF OHIO
REHABILITATION
SERVICES
COMMISSION

4656 Heaton Road

Columbus, Ohio 43229

ATTACHMENT C

Page 1



Phone: (614) 468-2330

COMMISSIONERS

RICHARD P. OESTREICH
Administrator

March 19, 1976

June G. Hopps, Ph.D.
Carl A. Nunziato
Albert W. VanFossen, M.D.
Robert E. Walden, M.D.
Denver L. White

Walter Bonninger, Associate Executive Director
Community Services
Cleveland Society for the Blind
1909 East 101st Street
Cleveland, Ohio 44106

RE: Amendment to ORSC I&E 75-1

Dear Mr. Bonninger:

Your request to amend subject project is approved in accordance with the three month budget and attached supporting narrative, effective April 1, 1976.

It is understood that \$79,637 will be transferred to the Youngstown Radio Reading Service project from surplus monies originally intended for Columbus.

You are reminded of the need to keep accurate records of all project transactions.

Sincerely,

Stanley D. Marsden, Supervisor
Facility & Program Development

SDM:blh

cc :Chicago Ofc
R. Blackenberry
J. Hollern
D. Barcomb
K. Sankey
J. Sullivan
I&E 75-1 file



SIGHT CENTER

THE CLEVELAND SOCIETY FOR THE BLIND
1909 EAST 101ST STREET • CLEVELAND, OHIO 44106 • 731-8118

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P. C. O'Brien
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John S. Prescott
Donald G. Quicke
John B. Rainbone
Ruth Mills Robinson
John Schubert, Pn. D.
Howard Seel
Virginia Shedd
John Smith
Richard L. Snyder
odore G. Thoburn
John S. Treco, Jr.
James A. Ward
John E. Williams, Jr.
Alonzo Wright
John B. Dylan
Executive Director

February 27, 1976

Mr. James C. Hite

Ohio Rehabilitation Services Commission
Division of Research, Planning and Development
4656 Heaton Rd.
Columbus, Ohio 43229

Dear Mr. Hite:

Enclosed please find a proposal from the Youngstown Society for the Blind seeking to establish a Radio Reading Service for blind and physically handicapped persons living in the four county area (Trumbull, Ashtabula, Mahoning and Columbiana) reached by radio station WYSU-FM. In order to make the establishment of such a service possible we ask for the approval of a Change Order allowing the transfer of \$50,000.00 of first year project funds originally allocated to the Columbus, Ohio area. It appears at this time that the Columbus area program will not have need for or be able to use the allocated funds.

As is explained in the attached project, Youngstown was the first community in the State to establish a Radio Reading Service. For several years prior to the development of the State Committee, Youngstown was involved and actively engaged in the development of a program. They were greatly disappointed when they were not included in the first year funding which established programs for Cleveland and Columbus. In spite of their disappointment, they continued to work actively with the State Committee and to pursue every avenue open to them to seek alternate means of funding.

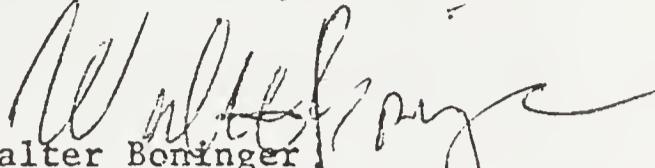
We are convinced as the result of many conversations that both the Youngstown Society for the Blind and Youngstown State University's Radio Station WYSU-FM are sincerely interested in the establishment and maintenance of a Radio Reading Service and that they have the necessary volunteer and technical resources as well as potential community financial support to establish and sustain a program. We see much evidence that they are strongly committed to rehabilitation content in their programming and willingness to work closely with other established programs in order to avoid duplication.

The Cleveland Society for the Blind is willing to guarantee the matching funds for the Youngstown area in the same way that we guaranteed it for Columbus, both for the remainder of first year funding as well as for the second year of the project.



We sincerely hope that you will be able to approve this Change Order for the final quarter of the project fiscal year.

Yours sincerely,


Walter Boninger
Associate Executive Director
Community Services

WB:jc

cc: Mr. Cleo B. Dolan
Mr. Joseph L. Sullivan
Mr. Paul Dustman
Mr. Stanley Marsden

DATE: March 11, 1976

TO: Mr. Stanley Morrison, Director of Research
Ohio Rehabilitation Services Commission

FROM: Mr. Paul Dustman

SUBJECT: Radio Reading Service

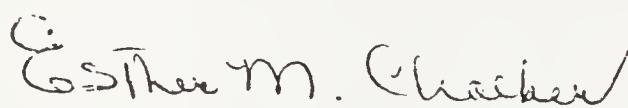
Here are the points of clarification you requested in our telephone conversation of Tuesday, March 9, 1976. We hope that this further information will expedite the funding of our proposal.

WYSU-FM will provide the Radio Reading Service with studio space for recording, a control room for live and pre-recorded broadcasting, SCA training for a minimum of 60 to a maximum of 126 hours per week, maintenance of SCA generating, conditioning, and studio equipment, as well as technical and consulting services.

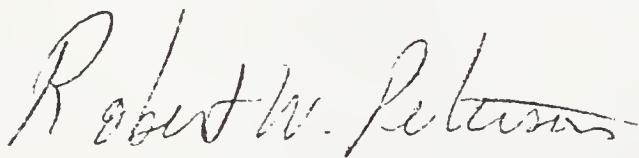
The responsibility for Radio Reading Service staff rests with the Society for the Blind of Youngstown, Ohio.



Paul Dustman
Executive Director



Esther M. Chalker
Director of Public Relations
Co-chairman Radio Reading Service



Robert W. Peterson
Manager WYSU
Co-chairman Radio Reading Service

THE RADIO READING SERVICE OF YOUNGSTOWN

I. INTRODUCTION

This proposal is an attempt to bring a Radio Reading Service to another of Ohio's largest communities. The Radio Reading Service of Youngstown, Ohio, will offer a unique service to the visual or otherwise print handicapped people of a four county area. The addition of a Radio Reading Service in Youngstown will make it possible for program materials of greater than local interest to be shared among other Radio Reading Service programs in the State, thus lowering the cost of program production for each program. As more programs are added across the state, more program sharing will continue to lower program costs.

This proposal requests funding for the final three months of this fiscal year. Most of the costs for that funding period are one-time costs. The matching funds for that funding period will come from the Youngstown Society for the Blind. Second year funding, if not forthcoming from outside sources, will be raised by the Committee For Radio Reading Service and the Society. Both the Committee and the Society are confident that local sources of funding will be available for continuation of this program, once the initial equipment costs are met. If funds are forthcoming the second year through the Cleveland Society for the Blind, the Radio Reading Service of Youngstown will provide matching funds in the specified ratio (see attached proposal - PROPOSAL FOR THE ESTABLISHMENT OF A RADIO READING SERVICE FOR BLIND AND PHYSICALLY HANDICAPPED PERSONS).

II. THE PROGRAM

The Radio Reading Service is a broadcast service offered on a sub-carrier radio channel aimed at blind persons and those whose physical impairment prevent their taking advantage of printed materials. Recipients of the service must be provided with a special receiver that allows them to pick up the special signal broadcast on the sub-carrier channel. Only holders of a receiver may hear the signal.

Every FM station has the capacity to operate at least two sub-carrier channels in addition to its main channel. One sub-carrier channel is utilized with the main channel in connection with stereo broadcasting. The second sub-carrier channel often is not used. If it is, it is generally rented to companies who provide background music to department stores, doctors' offices, restaurants, et cetera. We will use this second sub-carrier channel of the WSYU-FM station at Youngstown State University to transmit our Radio Reading Service.

Each person receiving the Radio Reading Service will have a receiver that is a single frequency, pretuned unit. The signal received cannot be heard by the general public. For this reason, the signal qualifies as private communication and is not governed by the same regulations that concern regular radio operations. The receiver is tuned to the sub-carrier channel being transmitted by WYSU-FM, only. Signals are receivable with good quality about as far as TV signals, that is, within a radius of up to 50 miles, depending upon the height of its antenna. Greater transmission distances are attainable wherever community antenna cable systems (CATV) are used.

The Radio Reading Service will include information on community resources and provide families with information about what visually handicapped people can expect to achieve educationally, socially, and vocationally in society. Occupational information, hobby information, personal grooming, information about job requirements may also be given.

Round table discussions by handicapped students, counselors, teachers, and blind persons already engaged in various professions, vocations, and businesses will be broadcast. These will stimulate the imagination of the listener to an exploration and anticipation of his own unrealized possibilities.

III. PROGRAM OBJECTIVES

We believe that people have a right to be informed if they are to compete in the community at large. Therefore, we will present a full programming experience that includes news, literature, comment, and interview. We will provide programming that does not duplicate services existing anywhere else in the area.

Programming for the Radio Reading Service will be up-to-date and contain a high content of local information. Otherwise, this new service would only duplicate the well-known Phonograph Talking Book now in operation. Materials will be selected for their popularity and availability. They will not be edited for content or vocabulary but will occasionally be edited for timing purposes. Book selections will be made by the listening audience, area librarians, from the best seller lists, by staff members, and by the advisory committee which oversees the program operation. Programming will also include materials from other Radio Reading Services that are of interest to Youngstown area listeners.

The Radio Reading Service will open each broadcast day with the day's newspapers read in full. The Service will allow its listeners to hear almost immediately the same best sellers that sighted persons are talking about that week. The Service will make readily available a heretofore unused element of rehabilitation and teaching through the use of round table discussions and interviews. The Service will offer an opportunity to reach, stimulate, and teach a larger number of blind and visually handicapped persons than ever before -- particularly in terms of skills, information, and rehabilitation.

IV. THE TARGET AREA AND POPULATION

The target area will include the service area of the Youngstown Society for the Blind; that is, a four county area: Trumbull, Ashtabula, Mahoning, and Columbiana.

The Radio Reading Service will be available to those people in the target area who are legally blind, who experience difficulty seeing as a result of visual limitation and therefore are unable to read print effectively, who are physically impaired to the extent that the holding or reading of ordinary books and magazines substantially restricts their reading. This would include such persons as those who have lost the use of arms or hands, whose muscle and nerve control are severely impaired, etc., who have suffered from the result of strokes or advanced stages of cerebral palsy, multiple sclerosis, muscular dystrophy, polio, or severe arthritis. These are the same general guidelines used to establish eligibility for the Phonograph Talking Book Program.

The eligible population in the target area is known to be quite large. The number already known to qualify for assistance for the print handicapped is well over 1400 persons. This does not include a large number who would qualify, not because of any vision impairment, but because of physical handicaps.

V. PROGRAM ADMINISTRATION

The Radio Reading Service will be administered by the Committee For Radio Reading Service in co-operation with the Youngstown Society for the Blind and WYSU-FM radio, Department of Broadcasting, Youngstown State University.

The distribution of SCA receivers will be through the Youngstown Society for the Blind, which has offices in both Warren and Youngstown. The broadcast service will be provided by WYSU-FM. WYSU-FM will provide all transmission equipment and service as well as all engineering and technical expertise needed to keep the Radio Reading Service on-going. WYSU-FM, as licensed operator of the broadcast service, will also maintain program and operating records as required by the Federal Communications Commission.

VI. PROGRAM BUDGET

The Committee For Radio Reading Service feels that any program such as this needs a broad base of community support. The Committee is convinced that, on a grass-roots level, the support is already present. Over the past year, more than 175 persons have volunteered their services to the program as readers of newspapers, magazines, novels, and of all the print sources. They have volunteered technical and clerical services as well.

Because such a tremendous pool of volunteer help is available, the cost of such a service is largely for equipment and hardware. The largest single budget item is that for the special receivers required for consumers to pick up SCA transmissions. Much of the remaining budget total goes toward one-time costs. Therefore, the amount of funds required to continue the program a second year is low. It should be pointed out that the cost of broadcast services feeding 10,000 receivers is not a great deal higher than that for 1,000 receivers.

WYSU-FM has committed broadcast equipment and space for the program, including an SCA generator, a fully-equipped control room and recording studio, a recording studio, two broadcast quality Ampex reel-to-reel recorders, two broadcast quality Revox reel-to-reel recorders, and other supportive hardware.

FIRST YEAR BUDGET
(3 MONTHS)

PERSONNEL

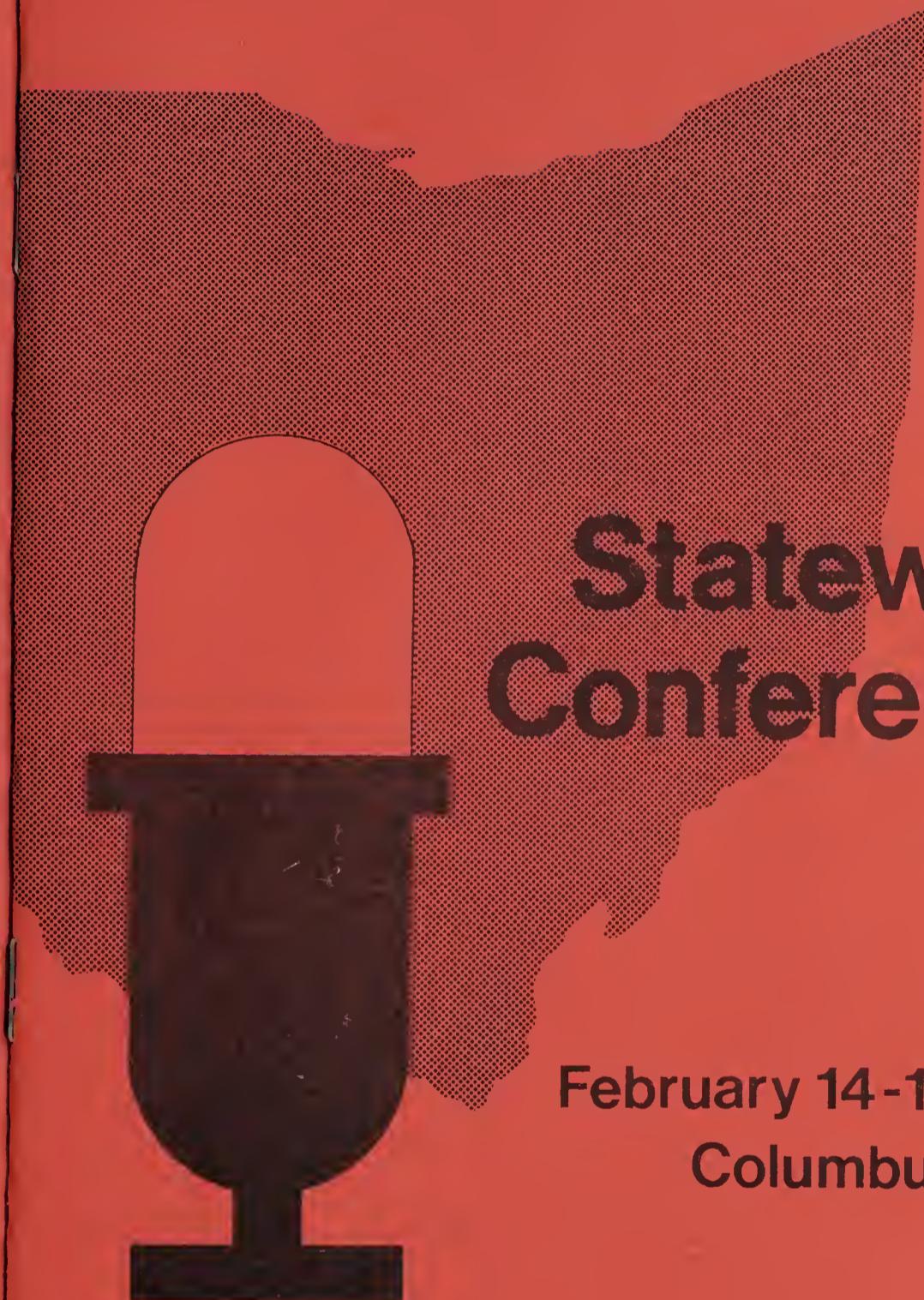
Program Director. Responsible for the daily operation of the Radio Reader Service, including supervision of programming, co-ordination of volunteer activity program, program development and fund-raising.	\$3,000
Technical Director - Part-time Staff. Responsible for the training of volunteers for SCA receiver maintenance.	\$ 500
Secretary - part time Staff. Performs general office functions, assists Program Director in co-ordination of volunteers.	\$ 450
Fringe Benefits at 15½%	\$ 612
TOTAL PERSONNEL COSTS	\$4,562

OPERATING COSTS

Communications and Publications. Printing costs for informational and promotional brochures, duplication, mailing costs, telephone charges.	\$2,000
Travel. Staff and Volunteer travel to conferences and meetings, including lodging, per diem expenses, registration fees.	\$ 300
Office Supplies	\$ 300
Office Equipment	
2 IBM Selectric Typewriters	
3 Desks	
3 Desk Swivel Chairs	
3 Filing Cabinets	
6 Straight-back Chairs	
2 Typewriter Tables	
3 Desk Lamps	
2 Work Tables	\$3,000
Transmission Charges (WYSU-FM, minimum 60 hrs./week, up to a maximum 126 hrs./week, 12 months)	\$10,000

Portable Tape Recorders (7 reel-to-reel recorders, including microphones and table stands)	\$ 4,000
Maintenance Supplies (Components for repair and maintenance of receivers and recorders)	\$ 1,000
Recording Tape	\$ 1,000
775 SCA Receivers @ \$69.00	\$53,475
<hr/>	
TOTAL OPERATING COSTS	\$75,075
<hr/>	
TOTAL FIRST YEAR BUDGET	\$79,637

Ohio Radio Reading Service



Statewide Conference

February 14-15, 1977
Columbus, Ohio

Sponsored by The Rehabilitation Services Commission, in cooperation with the State Committee, Radio Reading Services of Ohio.



Program

Monday, February 14, 1977

9-11:30 A.M. Registration

10:15 A.M. Opening Session

Chairman Walter Boninger
Associate Executive Director
Community Services
Cleveland Society for the Blind
Cleveland, Ohio

Welcoming Address Richard P. Oestreich
Administrator
Ohio Rehabilitation Services
Commission
Columbus, Ohio

10:30 A.M. First General Session:
Administration

Chairman Tom Sawyer
Executive Director
Ohio Educational Television
Network Commission
Columbus, Ohio

Presentor Charles R. Parish
Manager, In-Service Training
Division of Staff Development
Ohio Rehabilitation Services
Commission
Columbus, Ohio

11:30 A.M.	Second General Session: Technical
	<i>Chairman</i> Dave Fornshell Executive Director Ohio Educational Television Network Commission Columbus, Ohio
	<i>Presentor</i> Oscar Reed, Jr. Consulting Electrical Engineer Atlantic Research Corporation Alexander, Virginia
12:30 P.M.	Lunch
2:00 P.M.	Third General Session: Legal
	<i>Chairman</i> Clyde Williams, Attorney Chairman, Cleveland Radio Reading Service Advisory Committee Cleveland, Ohio
	<i>Presentor</i> Stanley S. Neustadt, Attorney Cohn & Marks Washington, D.C.
3:00 P.M.	Break
3:15 P.M.	Workshops (Participants may choose one of the following concurrent workshops.)

1. Administration

Chairman Tom Sawyer
Presentor Charles R. Parish
Group Facilitator Marcia Jonke
Operation Coordinator
Cleveland Radio Reading Service
Cleveland, Ohio

2. Technical

Chairman Dave Fornshell
Presentor Oscar Reed, Jr.
Group Facilitators Fred Allemeier
Technical Director
Central Ohio Radio Reading
Service, Inc.
Columbus, Ohio
Peter Hanke
Director, Engineering Division
American Foundation for the Blind
New York, New York

3. Legal

Chairman Clyde Williams
Presentor Stanley S. Neustadt
Group Facilitator John Perry
General Manager
WKSU
Kent, Ohio

**6:00 P.M. Social Hour
(Cash Bar)**

7:00 P.M.	Banquet
	<i>Mistress of Ceremonies</i>
	Betty Ravenscraft Executive Director United Cerebral Palsy of Akron Akron, Ohio
	<i>Color Guard</i>
	Non-commissioned Officers Academy Graduates Association of Rickenbacker Air Force Base
	Chief Master Sergeant Carl Rericha
	<i>Invocation</i>
	Addie Sain Member, Advisory Committee Cleveland Radio Reading Service Cleveland, Ohio
	<i>Presentations of Community Service Awards</i>
	Columbus Foundation George Gund Foundation City of Columbus Ohio Rehabilitation Services Commission
	<i>Keynote Address</i>
	"What Does a Consumer Really Want and Need from Radio Reading Service?"
	Robert Eschbach President National Federation of the Blind of Ohio Dayton, Ohio

Program

Tuesday, February 15, 1977

9-11:30 A.M. Registration

9:00 A.M. Fourth General Session:
Translating Consumer Needs Into Effective
Programming

Chairwoman Hermelinda Lopez Miller
Advocate Coordinator for the
Blind
Economic Opportunity Planning
Association of Greater Toledo
Toledo, Ohio

Presentor Kent Creswell, Ph.D.
Associate Director
Department of Instructional
Development and Telecommunication
Michigan State University
East Lansing, Michigan

Facilitators Dave Fornshell, OETNC
Liz Clinger
Program Exchange Coordinator
Ohio Radio Reading Service
Ohio Educational Television
Network Commission
Columbus, Ohio

10:00 A.M. Break

10:15-11:00 A.M. Workshops

and

11:05-11:50 A.M. (Participants may choose two of the following concurrent workshops—one during each time period.)

1. Techniques of Reading and Selection of Material

<i>Chairman</i>	Harry Richey President Consumer Advisory Council Central Ohio Reading Service, Inc. Columbus, Ohio
<i>Presentor</i>	Bobbi Rudge Volunteer Reader Cleveland Radio Reading Service Cleveland, Ohio

2. Philosophies and Techniques of Talk Shows and Interview Shows

<i>Chairman</i>	Gerard DeAngelis Executive Director The Vision Center Columbus, Ohio
<i>Presentor</i>	Ann Walker Community Services Director WCMH Columbus, Ohio

3. Consumer Service Promotional Strategy

<i>Chairwoman</i>	Jacqueline Giles Consumer Columbus, Ohio
<i>Presentor</i>	W. Wayne Talarzyk, Ph.D. Associate Professor of Marketing The Ohio State University Columbus, Ohio

4. Innovative and Rehabilitation Programming Meeting the Needs of Listeners

Chairman Gary Horwatt
 Student
 The Ohio State University
 Columbus, Ohio

Presentors Bob Waterstradt
 Program Development Specialist
 Cleveland Radio Reading Service
 Cleveland, Ohio

 Mary Warr
 Assistant Area Supervisor
 Bureau of Vocational
 Rehabilitation
 Cleveland, Ohio

12:00 Noon **Lunch**

*Master of
Ceremonies* William V. Herbein
 Chief, Division of Special
 Programs
 Ohio Rehabilitation Services
 Commission
 Columbus, Ohio

*Luncheon
Speaker* "Radio Reading Service
 Marketing Strategies"
 W. Wayne Talarzyk, Ph.D.

**1:30 P.M. Fifth General Session:
Fund Raising and Budgeting**

Chairman Stanley D. Marsden
Supervisor, Facility and Program
Development
Division of Research, Planning
and Development
Ohio Rehabilitation Services
Commission
Columbus, Ohio

Presentor Cleo Dolan
Executive Director
Cleveland Society for the Blind
Cleveland, Ohio

Facilitators Mildred Madry
Chief, Division of Social Services
State Department of Public
Welfare
Columbus, Ohio
Faye Spratley
Budget Officer, Division of
Finance
Ohio Rehabilitation Services
Commission
Columbus, Ohio

3:00 P.M. Closing Session

Chairman Walter Boninger, CRRS
*Closing
Address* "The Power of the News"

3:30 P.M. Adjournment

Committee Chairpersons

Planning Committee	Dave Fornshell Executive Director Ohio Educational Television Network Commission Columbus, Ohio
	Elizabeth Willson Program Specialist Talking Book Program Ohio Rehabilitation Services Commission Columbus, Ohio
	Marshall Grant Training Coordinator Division of Staff Development Ohio Rehabilitation Service Commission Columbus, Ohio
Display Committee	Fred Allemeier Technical Director Central Ohio Radio Reading Service, Inc. Columbus, Ohio
Recording Committee	Irwin Hott Assistant Technical Director Central Ohio Radio Reading Service, Inc. Columbus, Ohio
Publicity Committee	Linwood Walker President Board of Trustees Central Ohio Radio Reading Service, Inc. Columbus, Ohio

The Planning Committee wishes to thank the following sponsors for their contributions:

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Sketches of General Sessions

First Session: Administration

Developing a philosophy.
Policies and procedures.
Setting objectives and standards.
Developing good personnel practices
for staff and volunteers.

Second Session: Technical

Basic elements of SCA.
Elements of signal strength.
RRS equipment and construction.
FCC standards and regulations.
Consumer adaptations.

Third Session: Legal

Copyright.
Releases.
Underwriting.
Commercialism.
Logging procedures.
Profanity.

Fourth Session: Translating Consumer Needs Into Effective Programming

Avoiding that last minute rush . . .
Can programming be planned in a cycle?
How can feed-forward be used to attract
more meaningful listener feedback?
What are the makings of a radio voice, and
what makes a good voice better?
Why do professional broadcasters find
hosting and interviewing so easy?
What's new in program exchange?

Fifth Session: Fund Raising and Budgeting

Information concerning fund raising for
Radio Reading Service.
Foundation support.
Budgeting.
Understanding Title XX.
Enlisting listener support.

Printed Materials Provided

Radio Reading Service
"The Ohio Story"

Ohio Radio Reading Service
"Public Relations Catalog"

Ohio Radio Reading Service
"Glossary of Technical Terms"

Volunteers in Radio Reading Service
"Why To and How To for Volunteers"





RADIO READING SERVICES OF OHIO

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Date Due (1977)

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